

ICAN Patient Services:



ICAN's distinguished Cancer Patient Advocacy Programs and Clinical Trials Advocacy Programs emphasize one-on-one patient advocacy ... from diagnosis of cancer through every phase of treatment and care.



Why is one-on-one advocacy so important?

Of all the illnesses that can be diagnosed in a patient, cancer is perhaps the most complex. Because it is so defiant of a “cookie-cutter” approach to treatment and so life-threatening, the patient’s level of stress, anxiety, and confusion begins high and may remain excessively high throughout the course of the disease.

Rather than having the patient waste precious energy dealing with this anguish, ICAN makes it possible for him or her to routinely connect with a highly-trained, professional advocate who is thoroughly knowledgeable about oncology and drug regimen issues. The advocate can provide the patient with crucial information needed to make life-impacting decisions, straight-talk, and in-depth explanations about the disease and



effective courses of treatment. This is the kind of “in-the-trenches” help found only at ICAN. ICAN provides a trusted ally who goes so far as to outline questions for the patient to ask his or her doctor. Throughout every phase and critical juncture, ICAN Patient Advocacy empowers the patient in making the most appropriate and strategic moves, at every decision point, in their personal War on Cancer.

No Stone Left Unturned

Among cancer organizations nationally, ICAN has the in-house resources to provide unsurpassed cancer patient advocacy throughout the patient’s course of treatment. From diagnosis to long-term survival, from periods of remission to chronic (or stable) disease – during which the patient has quality of life – the ICAN advocate remains an on-tap resource, seeing the patient through each phase. Even in the case of ultimate demise, the patient and family can be confident that no stone had been left unturned in the battle for life.

ICAN is the sole cancer patient advocacy organization headed by a Stanford-trained litigator and appellate lawyer, trained to master every patient case, detail by detail. Armed with twelve years of hands-on immersion into oncology and drug pipeline issues, Marcia Horn and her world-class staff demonstrate a proficiency that is regarded by oncologists, cancer researchers, and patients as second to none.

The hallmarks of ICAN’s distinctive cancer patient support include:

- exhaustive, on-going analyses of hundreds of different cancers and cancer subtypes – including genetic expression and tumor biomarkers
- thorough understanding of the field of anticancer drugs and clinical trials
- fluency in the range and limitations of chemotherapy “warhorse” drugs that have been around for decades as well as new drugs and drug combinations that are about to be released
- systematic tracking of drug interactions and chemo side-effects

What this means is that ICAN is able to provide insight into the treatment options that may be most effective for each individual patient.

How does the process work?

Patients call ICAN and arrange for an in-depth initial interview that will form the basis for our outlining of their strategic options. During this interview process, ICAN discusses the patient's medical, surgical, and treatment history along with any options that have been outlined by members of the patient's medical team. At the request of the patient, we may make referrals to eminent physicians who have established track records of being proactive with respect to a patient's treatment plan. If appropriate, we may discuss the feasibility of the patient entering a clinical trial relevant to the patient's particular cancer. We will routinely evaluate a host of collateral issues that are essential to finding the most suitable direction in the course of the disease.

At every stage of the battle for life, ICAN's recommendations are cleared with and reviewed by the patient's medical team(s). This comprehensive process results in a cancer patient being empowered by a personal, professional advocate and ally.

How can you help?

Virtually every patient and patient family we help remarks that our in-depth patient advocacy services go far toward extending both a patient's life and the time to progression (the amount of time it takes for the disease to spread further). Because of these successes, many ask why ICAN is not physically located in all 50 states since we have a national and international patient base.

The answer is that ICAN's unparalleled track record in cancer patient advocacy and clinical trials advocacy – built over the last 12 years – is such that we have, at all times, a crushing caseload of patients, many of whom are indigent. Such explosive demand for our services from patients across the country and around the world means that we need to continually limit the number of patients who can have access to a 'life-saving' or 'life-extending' personal advocate at any one time.



If we had funds to take the ICAN mission to the next level, we could ramp up our internal capacity to handle virtually all referrals and not just the most desperate Stage IV cases.

Please don't wait to take a personal stand in the War on Cancer. Your personal support will help us make a very real and immediate difference in both the short and long-term survival of patients battling this all-too-often lethal disease.

Legacies of Great Magnitude

ICAN Initiatives

Chairman's Circle

President's Projects

Angel

Benefactor

Named Program Sponsor

Champion

Personal remembrance

Gifts in excess of one million dollars

\$100,000 to \$999,999

\$50,000 (includes Chairman's Circle Named Cancer Program)

\$25,000 (includes President's Projects Named Cancer Program)

\$10,000 (includes Named Cancer Program)

\$7,500 (includes Named Cancer Program)

\$5,000 (includes Named Cancer Program)

\$1,000

\$500

Mission

ICAN aggressively fights to extend the lives of late-stage cancer patients through cutting-edge information services and creative, tenacious patient advocacy.

Our mission is to equip advanced cancer patients with new medical specialists, at the patient's request, and to assist such patients in the tactical and strategic battle for life in a detailed, innovative, and proactive fashion, providing them with the most relevant information resources to be found anywhere.



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